ORDER

Order / Rev: 37602 Alt Order #: 08883418 Product Desc: NRSC/HELLER

Estimate:

Flight Dates:

10/17/12 - 10/23/12 Original Date / Rev: 10/15/12 / 10/15/12

Order Type:

Strategic Media Services

Buying Contact:

Billing Contact:

Name:

3299 K St. NW

Washington, DC 20007

PO1

GENERAL

Demographic:

Name:

A35+

Product Codes:

Priority: LV1

Revenue Codes:

Heller - NRSC

AGY, POL, CAND

New Business Thru:

Order Separation:

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

Agency Commission:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Orders

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	24	\$24,870.00	\$21,139.50

Ţ	O	ta	ls

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$24,870.00	\$21,139.50	0.00
Totals	24	\$24,870.00	\$21,139.50	0.00

KLAS

K-WAS

National

Cash

15%

Broadcast

EOM/EOC

00:15:00

Mike Jones

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total
KLAS	30%	\$24,870.00
Market	100%	\$82,900.00

Competitive Share	Share	Total					
CABLE	0%	\$0.00					
KBLR	0%	\$0.00					
KFBT	0%	\$0.00					
KINC	0%	\$0.00					
KTNV	25%	\$20,725.00					
KTUD	0%	\$0.00					
KVBC	0%	\$0.00					
KVVU	5%	\$4,145.00					
KVWB	0%	\$0.00					
LV1	0%	\$0.00					
UNKWN	0%	\$0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 1	8	10/23/12	10/23/12	Tue 9-10p NCIS: LA	СМ	9-10p	-T	:30 1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
	NCIS											
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
V	eek: 10/	22/12	10/28/12	-T	1	\$2,100.00	0.00					
E 2	8	10/18/12	10/18/12	Thu 9-10p	CM	9-10p	T	:30 1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
				Person Of Interes	t					1		

Print Date: 10/22/12 09:56:04 Page 2 of 3

Order / Rev:

37602

Advertiser:

Heller - NRSC

Alt Order #:

08883418

Product Desc:

Flight Dates:

10/17/12 - 10/23/12

Estimate:

KLAS NRSC/HELLER

Ln Ch Start End POFINTEREST	Inventory Code Break	Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
Start Date	Weekdays Spots/Week	<u>Rate</u> \$2,100.00	Rating 0.00						
E 3 8 10/22/12 10/22/12	Mon 9-10p CM Hawaii Five-O	9-10p	M	:30	1	\$2,100.00LV2	0.00 NM	1	\$2,100.00
HAWAII 5-0	_	Data	Detine						
<u>Start Date</u> <u>End Date</u> Week: 10/22/12 10/28/12	Weekdays Spots/Week M 1	<u>Rate</u> \$2,100.00	Rating 0.00						
E 4 8 10/18/12 10/18/12 ELEMENTARY	Thu 10-11p CM Elementary	10-11p	T	:30	1	\$2,200.00LV2	0.00 NM	1	\$2,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00						
E 5 8 10/21/12 10/21/12	Sun 8-9p CM The Amazing Race	8-9p (8:00 PM-9:0	S	:30	1	\$7,350.00LV1	0.00 NM	1	\$7,350.00
AM RACE	The Amazing Nasc	(0.001 111 0.0	O 1 111)						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$7,350.00	Rating 0.00						
E 6 8 10/19/12 10/19/12	Fri 9-10p CM CSI: NY	9-10p	F	:30	1	\$1,400.00LV2	0.00 NM	1	\$1,400.00
CSI NY	CSI. INT								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
E 7 8 10/17/12 10/17/12	Wed 9-10p CM	9-10p	W	:30	1	\$2,500.00LV2	0.00 NM	1	\$2,500.00
C MINDS	Criminal Minds								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00						
	8 News Now Noon M-F CM	12-1230p	MTWTF	:30	1	\$325.00LV2	0.00 NM	1	\$325.00
NEWS	8 News Now Noon M-F								
<u>Start Date</u> <u>End Date</u> Week: 10/17/12 10/23/12	Weekdays Spots/Week	<u>Rate</u> \$325.00	Rating 0.00					ı	
	630-7p Inside Edition CM	630-7p	MTWTF	:30	2	\$325.00 LV2	0.00 NM	2	\$650.00
INSIDE ED	Inside Edition								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					İ	
Week: 10/17/12 10/23/12 E 10 8 10/17/12 10/23/12	7-8p Rotator CM	\$325.00 7-8p	0.00 MTWTF	:30	2	\$350.00LV2	0.00 NM	2	\$700.00
INSIDER/ET	7-8p Rotator								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/17/12 10/23/12 E 11 8 10/17/12 10/23/12	8 News Now 5-630p M-FCM	\$350.00 5-630p	0.00 MTWTF	:30	3	\$500.00LV2	0.00 NM	3	\$1,500.00
NEWS	8 News Now 5-630p M-F	СССР				V			• 1,000
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/17/12 10/23/12 E 12 8 10/21/12 10/21/12	8 News Now Sun AM #2CM	\$500.00 8 News Now	0.00 Sun AS	:30	1	\$350.00LV2	0.00 NM	1	\$350.00
NEWS	8 News Now Sun AM #2								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$350.00	Rating 0.00						
E 13 8 10/20/12 10/20/12	8 News Now Sat 5-7p CM	5-7p	S-	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
NEWS	8 News Now Sat 5-7p								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$225.00	Rating 0.00						
	8 News Now 5a M-F CM	5-6a	MTWTF	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
NEWS	8 News Now 5a M-F								

Print Date: 10/22/12 09:56:04 Page 3 of 3

Totals

24

\$24,870.00

 Order / Rev:
 37602
 Advertiser:
 Heller - NRSC

 Alt Order #:
 08883418
 Product Desc:
 NRSC/HELLER
 KLAS

 Flight Dates:
 10/17/12 - 10/23/12
 Estimate:

Lr	(Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	8	10/17/12	2 10/23/12	8 News Now 5a M-I	F CM	5-6a	MTWTF	:30	2	\$225.00LV2	0.00 NM	2	\$450.00
					8 News Now 5a M-	F								
	N	EWS												
		<u>Şta</u>	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
\	۷ee	ek: 10/	17/12	10/23/12	MTWTF	2	\$225.00	0.00						
E 1	5	8	10/17/12	2 10/23/12	Live w/Kelly	CM	9-10a	MTWTF	:30	1	\$275.00 LV3	0.00 NM	1	\$275.00
					Live w/Kelly									
	K	EELY												
		Sta	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
١	Vec	ek: 10/	17/12	10/23/12	MTWTF	1	\$275.00	0.00						
E 1	5	8	10/17/12	2 10/23/12	CBS This Morning	7-9a CM	7-9a	MTWTF	:30	2	\$200.00LV2	0.00 NM	2	\$400.00
					CBS This Morning									
	E	ARLY:	S HOW											
		<u>Sta</u>	rt Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
1	Vee	ek: 10/	17/12	10/23/12	MTWTF	2	\$200.00	0.00						
E 1	7	8	10/17/12	2 10/23/12	8 News Now 4-5a	СМ	4-5a	MTWTF	:30	1	\$20.00LV4	0.00 NM	1	\$20.00
					8 News Now 4-5a									
	N	EWS												
		Sta	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
\	Ve	ek: 10/	17/12	10/23/12	MTWTF	1	\$20.00	0.00						